

## Dan Albrecht

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**From:** David Barron <dave@pluckvermont.com>  
**Sent:** Monday, October 29, 2018 2:07 PM  
**To:** Dan Albrecht  
**Subject:** Metrics for meeting. 4/1/18-10/20/18  
**Attachments:** 2018\_Visits\_vs.\_Ads.xlsx

Hi Dan,

I've attached the rough Google Ad clicks vs Site Visits.

I included the top 25 cities/towns with visits.

With the targeted ads, there were a few towns outside MS4. So I included those as well. I'm looking into why we had ads show up in St. Albans, Westford and Underhill. We may have expanded for Clean Water Week, but I am not sure.

You will notice a few things:

1. Milton shows up twice for Google Ads (weird, not sure why).
2. In some cases clicks are higher than visits. We got this a bit last year too. This happens regularly, and can be for a number of reasons—see below:

### 1. Clicks and Visits are Different Metrics

Before looking at more technical aspects, please note that a 'click' and 'visit' don't happen at the same time.

An example, you click on the 'holiday in spain' ad shown above and close your browser before the landing page loads. In this case Google Analytics measures one 'click' and zero 'visits'.

### 2. Redirect on The AdWords Landing Page

If your website visitor is redirected on the landing page, things go wrong as well.

I give you an example. Google Analytics works with the gclid parameter if you have set up auto-tagging correctly.

Let's assume that a page on your website is [www.example.com/test/](http://www.example.com/test/), but you have [www.example.com/test](http://www.example.com/test) as your ad campaign url. There is a huge chance that the gclid parameter is lost after the redirect. If this happens, Google Analytics will measure this as an organic search visit instead of paid search.

However, the click is measured correctly. So this causes a difference between the number of clicks and visits that are measured.

### 3. More Clicks in a Single Visit

Many times people are comparing products and prices on different websites. This might lead to more clicks within the same visit.

Why? The visit cookie is 30 minutes on default. An example of when there are more than one clicks measured in a single visit:

- Michael is searching for a new refrigerator
- Michael clicks on your ad and lands on your landing page
- Michael clicks back to the SERP page
- Michael clicks on a competitor ad
-

Michael clicks back to the SERP page

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- Michael clicks on your ad for a second time (within 30 minutes of his first visit)
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- Michael purchases your most expensive refrigerator

Your stats will show two clicks, one visit

#### **4. Browser/Cookie Settings of Visitor**

There is a possibility that the visit doesn't get measured because of the browser settings of the visitor. If she indicates not to accept certain cookies, the visit is not measured by Google Analytics. However, you still see the click within your data.

Thx,  
Dave

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